Writing your video script

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

What to write in your script

- **A script is a written document that includes everything that happens in the video: what people say, the actions they take, where the action takes place, etc.**

- Not every video project requires a script, but having one will make your video better

- **Scenes are individual parts of the video - short marketing videos are usually made of one scene**

- Elements of a scene:
  - The setting - establish where the action takes place, what time of day it is, etc.
  - The description - what the location looks like, who is already there, how they are positioned, etc.
  - The dialogue - make a note of who is saying each line and what the line is
  - The action - what happens, what movements and gestures people make, etc. (you don't have to go into that much detail as they do in movies)
  - The transition - how you get from one scene to another

- **A storyboard is a document that takes the script and adds sketches or drawings of what the video should look like for each shot within a scene**

- Storyboards are essential in Hollywood movies, but for marketing videos they're not that important
- If you're doing live streams, you should script as much as you can, but have at least the main ideas written out
- You can use the two sentence technique - you only write two sentences at a time, look at them, and then elaborate on those main ideas on camera
- Writing a full script is a good idea if you want to create video content with lasting value
- Having a script allows you to spend less time shooting the actual video
- A video script should be more conversational than a blog post
- **Tips for writing your script:**
  - Consider your audience and their way of speaking
  - Define your scope (what you want to cover)
  - Write in a natural voice - read it out loud to figure out if it sounds natural
  - Hook your audience in the first 10 seconds - assume that some people who land on your video don't know anything about you or your product
  - Give people something to do at the end (call to action)